

IMPACT OF RECENT EVENTS ON DEVELOPMENT AT INDEPENDENT SCHOOLS

ANNUAL GIVING

58%

CONTINUED
ANNUAL
GIVING
IN 2020

52%



SHIFTED
TO
STUDENT
SUPPORT

KPIs & METRICS

54%

ARE
REVIEWING
AND
AMENDING



STAFFING

61%

HAVE NO
REDUCTIONS OR
FREEZES

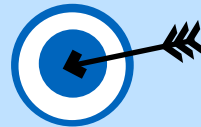
FINANCIAL TARGETS

29%

THINK THEY WILL
AMEND
TARGETS
IN 2021

51%

AMENDED
FINANCIAL
TARGETS
IN 2020



FUNDRAISING FOCUS FOR 2021



60% are going to focus on future
student support

51% are going to focus on capital
works programs.

EVENTS

61%

WILL REDUCE IN-PERSON EVENTS



61%

WILL REDUCE TRAVEL

COMMUNICATIONS & ENGAGEMENT

73% tried new engagement approaches



43% are trying new technology

52% reduced printed materials

64% increased their virtual meetings

A Study by
Marts & Lundy
and Educate Plus



Marts&Lundy